

**A DURABLE RADIO FREQUENCY IDENTIFICATION LABEL
AND METHODS OF MANUFACTURING THE SAME**

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ABSTRACT OF THE DISCLOSURE

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A durable radio frequency identification tag. A preferred embodiment of the invention provides a durable radio frequency identification tag comprising: a flexible substrate including a first major surface and a second major surface opposite the first major surface; a radio frequency identification antenna attached to the first major surface of the substrate; an integrated circuit attached to the antenna; and a thermoplastic guard attached to the flexible substrate adjacent the integrated circuit. The present invention also provides a method of manufacturing a durable radio frequency identification tag.